

Dream Green DIY



01.

NAME

carrie
waller

02.

BLOG

dream
green diy

03.

LOCATION

waynesboro,
virginia

04.

GIST

crafts by day,
writer by night



dreamgreendiy@gmail.com // @dreamgreendiy

About Us

THE GIRL

Carrie Waller is the writer, stylist, and photographer behind the award-winning craft and lifestyle blog, Dream Green DIY. Her work has been featured by *domino*, *Better Homes and Gardens*, *Design*Sponge* and *Apartment Therapy*, among others. Carrie also is the features editor for *Glitter Guide* and a contributor for *Oriental Trading Co.*

THE BLOG

Dream Green DIY was founded by Carrie in March 2011, and is the personification of her three main passions: DIY, design and living a creative life. While browsing DGD, you'll find original craft ideas and large-scale projects, conversations on recent design trends, thrift store transformations and a real-time peek at Carrie's life juggling her roles as wife, creative entrepreneur, and homeowner.



The Network

READERS

Focusing content on do-it-yourself projects and home décor solutions, Dream Green DIY has become a go-to resource for homemakers across the globe. The largely female audience visits from as far away as Taiwan and Australia, to here in Virginia.

PARTNERS

One of the highlights of Carrie's career as a blogger has been getting the chance to partner with brands and creative leaders. That said, not a single product comes through her front door and not a single promotional link appears on her blog that she doesn't fully support. DGD readers have come to count on a certain level of integrity and authenticity, and Carrie is intent on maintaining that credibility.

INSTAGRAM
15.3K

PINTEREST
55.7K

FACEBOOK
3.8K

BLOG VIEWS
40K

TOTAL REACH: 115,000+ *growing daily!*

BHG INSTAGRAM TAKEOVER



1. *creative social media campaigns*

MINTED ART



branded decor & styling advice

2.



Your Investment

LEVEL ONE

\$XXXX

Your product/concept will be showcased on DGD, with original photos, graphics, and copy crafted to enhance your brand.

WHAT'S INCLUDED

All original photography/copy/graphics, 1 tagged Facebook, Twitter, and Instagram, 1 Pinterest share to existing DGD board.



ASK ABOUT
CUSTOM
OPTIONS!

LEVEL TWO

\$XXXX

You'll get everything offered at Level One, in addition to original, full-scale DIY project conception to show your brand's *full* potential.

WHAT'S INCLUDED

All original photos/copy/graphics, 2 tagged Facebook and Twitter shares, 1 tagged Instagram share, 2 tagged Pinterest shares

GIVEAWAY IS ENCOURAGED AT THIS LEVEL FOR FULL ROI!



COTTON
OFFICIAL

INSTAGRAM

Styled, tagged, and credited Instagram shoutout during peak hour

\$XXX

PINTEREST

Tagged Pin to existing Pinterest board. Includes original imagery.

\$XXX

GET A SENSE OF WHAT YOUR INVESTMENT PAYS FOR! TURN THE PAGE TO LEARN WHAT GOES INTO BRAINSTORMING, PHOTOGRAPHING, AND PROMOTING A SPONSORED POST, INCLUDED TIMELINE!



A Sponsored Blog Post

From Start To Finish!

NO.
ONE

Creative brainstorming alongside brand partner to come up with an organic, authentic project or story that will inspire readers. *(1 hour)*

Shopping for and/or gathering supplies for the chosen project.
Must factor shipping and pick-up into timeline. *(2-3 hours)*

NO.
TWO

NO.
THREE

Gather supplies for shoot (ex. lighting, backdrops, diffusers, reflectors, props, craft supplies). Furniture rearranging, as needed. *(1-2 hours)*

Finalize the arrangement and styling of craft materials or home decor styling story in preparation for photo shoot. *(1-2 hours)*

NO.
FOUR

NO.
FIVE

Wait for best natural light. Photograph the craft project or styling story from all angles, with multiple prop changes for variety *(2-3 hours)*

Break down the photo shoot set-up. Put away craft materials and props. Furniture rearranging, as needed. *(1 hour)*

NO.
SIX

NO.
SEVEN

Upload photos to computer, and make final selects from the imagery. Edit photos using Lightroom. Rename and resize for web. *(3-4 hours)*

Upload photos to Wordpress and write post copy. Set up appropriate brand links and SEO terms. Send to brand for approval. *(3-4 hours)*

NO.
EIGHT

NO.
NINE

Make edits per brand comments. Schedule the post to go live on certain date, and draft social media promotion copy with brand tags. *(2 hours)*

TOTAL TIME FOR AVERAGE SPONSORED POST: 16-22 HOURS

